

## **System and Method for Real-Time Non-Participatory User Recognition and Content Provisioning**

### **Abstract**

In one aspect, the present invention provides a method of non-participatory user identification includes using sensor technology to collect data related to identifying characteristics of a user. The collection preferably requires no active identification measures by the user. The data can be extracted from the sensor technology 12 and matched to a template. This matching can, as an example, be performed using a matcher included in a recognition technology device 14. The user can then be identified based upon the template of data matched. Typically, the recognition technology device 14 will recognize when a new but known fingerprint is operating the user interface. The corresponding user profile may then be used to provide personalized content to the new user.